

## Traffic & Transport Information Design MSc Course Description

<b>Traffic &amp; Transport Information Design Overview</b> .....	<b>2</b>
Aspire to Become an Expert for Traffic & Transport Information Design .....	2
Learn from Internationally Renowned Experts.....	2
A National and an International Advisory Board .....	4
"IIID Platform Traffic & Transport Information" .....	5
<b>Information Design: An emerging discipline</b> .....	<b>5</b>
<b>As a graduate of "Traffic &amp; Transport Information Design": What will you know and what will you be able to do?</b> .....	<b>5</b>
Semester 1 – Information Design Basics .....	6
Semester 2 – Multimodal Information.....	6
Semester 3 – Traffic Information .....	7
Semester 4 – Public Transport Information.....	7
Semester 5 – Master Thesis and Seminar .....	8
<b>Career Opportunities</b> .....	<b>8</b>
<b>Admission Requirements</b> .....	<b>8</b>
<b>Fee / Application</b> .....	<b>10</b>
<b>Scholarships</b> .....	<b>10</b>

## **Traffic & Transport Information Design Overview**

An international five semester MSc course, offered by [FH St. Poelten University of Applied Sciences \(FHSTP\)](#), Austria, in close co-operation with the [International Institute for Information Design \(IIID\)](#), the first in a row of courses authorized to operate under the auspices of UNESCO.

The MSc course of 120 ECTS credits (ECTS = European Credit Transfer System) is offered via distance teaching – with a blocked module, once every semester, on the spot at FH St. Poelten.

### Aspire to Become an Expert for Traffic & Transport Information Design

The MSc course Traffic & Transport Information Design offers seminal opportunities to BA and BSc graduates of disciplines like Information Design, (Visual) Communications Design and Graphic Design. Interested applicants with subject related backgrounds from disciplines other than design might likewise feel attracted. Proven life experience increases the probability of acceptance to the course.

"Traffic & Transport Information Design" covers both "Traffic Information" and "Public Transport Information" which relate to well established industries with well-defined customers and a public interest in the back.

These subject matters are developed in detail in the "advanced" stage of the course (semesters 3 and 4). They build on two "general" modules, offered in year one: "Information Design Basics" and "Multimodal Information" (semesters 1 and 2). Semester 5 is for the master thesis and seminar.

### Learn from Internationally Renowned Experts

The faculty of the Traffic & Transport Information Design MSc course consists of internationally renowned experts who, over the years, have contributed to IIID Vision Plus symposia, IIID Expert Fora Traffic & Transport Information Systems, IIID workshops and other IIID events.

The members of the core team:

- **Giuseppe Attoma Pepe**  
Principal, Attoma SARL, Paris, France  
<http://www.attoma-design.com/html/index.html>
- **Veronika Egger**  
Board Member, International Institute for Information Design (IIID), Wien/Vienna, Austria  
<http://www.iiid.net/About.aspx>, and  
Principal, is-design GmbH, Wien/Vienna, Austria  
<http://www.isdesign.at/>
- **Toshimitsu Sadamura**  
Executive director, Japan Sign Design Association; Director, Asia Townscape Design

Society; President, GA-TAP. inc., Fukuoka-city and Tokyo, Japan  
<http://www.ga-tap.co.jp/index.html>

- **Peter Simlinger**  
International Institute for Information Design (IIID), Wien/Vienna, Austria  
<http://www.iiid.net/About.aspx>, and  
Simlinger Informations-Design GmbH, Wien/Vienna, Austria  
<http://www.sid-vienna.at>
- **Prof. Markus Wintersberger**  
FH St. Poelten University of Applied Sciences  
<http://english.fhstp.ac.at/>
- **Prof. Oliver Wrede**  
University of Applied Sciences Aachen, Germany  
<http://www2.design.fh-aachen.de/menschen/lehrende/wrede.html>

Contributing lecturers:

- **John Austin**, Founder and Managing Consultant of Austin Analytics Ltd., Bottisham, Cambridge, UK
- **Erel Avineri**, Reader in Travel Behaviour at the Centre for Transport & Society, School of the Built and Natural Environment, University of the West of England, Bristol, GB
- **Stefan Egger**, Information designer, Wien/Vienna, A
- **Bent Flyen**, CEO Empatix AS, Oslo, N
- **Prof. Jorge Frascara**, Professor Emeritus, Department of Art and Design, University of Alberta, Edmonton, CDN, residing at Padova, I
- **David Gibson**, Principal, 212/Harakawa Inc. DBA, author of The Wayfinding Handbook: Information Design for Public Places, New York, NY, USA
- **Prof. Regina Henze**, Professor for communication design (environmental + exhibition design, themed environments), Braunschweig University of Art, D
- **Ralf Herrmann**, Partner/Founder, Seite7 Designagentur, Jena; Founder, FDI [fonts.info](http://fonts.info) digital type font foundry, Jena; Founder, Online community [Typografie.info](http://Typografie.info), Jena; Publisher/administrator, TypoJournal, Jena, D
- **Georgios Ioannidis**, Director of IN2 search interfaces development ltd., Bremen, D; Lecturer, University of Applied Sciences in Bremen, D
- **Yateendra Joshi**, Senior Fellow, World Institute of Sustainable Energy, Pune, IND
- **Michael Kieslinger**, Founder and managing partner, Fluidtime Data Services GmbH, Wien/Vienna, A
- **Birgitte Lomholt-Woolridge**, Marketing Manager, Rejseplanen A/S, Valby, DK
- **David Sless**, CEO Communication Research Institute, Melbourne, AUS; Visiting Professor of Information Design in the Design Institute at Coventry University, GB

- **Aldo Tolino**, FH St. Poelten University of Applied Sciences, A
- **Karel van der Waarde**, Avans University of Applied Sciences, Breda, NL, Van der Waarde Design Research, Elewijt, B
- **Leonard Verhoef**, Founder, Human Efficiency, Utrecht, NL
- **Jenny Waller**, Editorial Associate of the Information Design Journal (IDJ), Reading, UK

#### A National and an International Advisory Board

A national and an international advisory board safeguards the timely and appropriate adjustment of the curriculum to national and international developments in the field. Moreover, the international advisory board will also contribute to the colloquia of the course, scheduled for every semester.

IIID is proud to present the members of the international advisory board:

- **Yo Kaminagai** (Environments Design and Identity Unit manager, RATP / Régie autonome des transports Parisiens), Paris, France
- **Prof. h.c. Helmut Langer** (currently Professor at DJ Academy of Design, Coimbatore, India, Ecosign Academy, Cologne, Germany, and Hebei University Institute of Communication, Shijiazhuang, RP China; ICOGRADA Past-President), Koeln/Cologne, Germany
- **Prof Dr. Tech Per Mollerup** (Swinburne University of Technology), Melbourne, Australia
- **David Quarmby** CBE (Chairman of the RAC Foundation, Chairman of the English Tourism Intelligence Partnership), London, UK
- **Prof. Clive Richards** (Visiting Professor at the University of Brighton; Professor emeritus of Information Design at Coventry University, UK; IIID President)
- **Prof. Erik Spiekermann** (Partner of Edenspiekermann, Amsterdam, Berlin; Professor at the University of the Arts Bremen, Germany; IIID Past-President)
- **Prof. Robert O. Swinehart** (Professor Emeritus of Design at Carnegie Mellon University, Pittsburgh, PA, USA; IIID Past-President)
- **Prof. Kirti Trivedi** (Professor at the Industrial Design Centre, Indian Institute of Technology Bombay, Mumbai, India)
- **Robert Waller** (Founder of the *Information Design Journal*, Director of the Simplification Centre, London, UK)
- **Mike Wolff** (Chairman at the Sign Design Society, London, past Head of Wayfinding at BAA Airports Limited, London, UK)
- **Richard S. Wurman** (author of seminal books like *Information Anxiety*; Senior Fellow of the Design Futures Council; Newport, RI, USA)

"IIID Platform Traffic & Transport Information"  
Safeguarding Early Co-operation Between Students, Graduates and the Subject Related Industries

Potential employers, the subject related industries and the traffic & transport information design students will partner on a "IIID Platform Traffic & Transport Information". The purpose of the Platform: to facilitate the exchange of information on the interests and capabilities of the graduates of the course, on challenging vacancies and on new products and processes traffic & transport information design professionals must know about.

### **Information Design: An emerging discipline**

Information design aims at transforming data into high quality information.

When we speak of a time of information overload we actually mean data overload. Information which people cannot make use of remains to be utterly needless data for them – often disturbing if not annoying. However, the same data might be of value to others.

It is the challenge of information designers to relate data to the needs of people and to transform the data into information in a way that empowers them to attain otherwise out of reach goals. Information that meets the needs of people in a verifiable way is high quality information.

### **As a graduate of "Traffic & Transport Information Design": What will you know and what will you be able to do?**

The MSc course closely relates to the set of guidelines established by the Bologna Process for degree transparency and the required "Diploma Supplement", developed by the European Commission, Council of Europe and UNESCO/CEPES.

[http://ec.europa.eu/education/policies/rec\\_qual/recognition/diploma\\_en.html#](http://ec.europa.eu/education/policies/rec_qual/recognition/diploma_en.html#)

The "Diploma Supplement" needs to indicate what graduates know and can do. Thus, along with every subject listed in the curriculum of the MSc course, clear information is given on its specific "Know" and "Can Do" dimensions. These details are provided in the curriculum

([http://www.iiid.net/TT\\_ID\\_MSc/Curriculum.pdf](http://www.iiid.net/TT_ID_MSc/Curriculum.pdf)).

The shared subject and methodical knowledge that constitutes what graduates know and can do is derived from themes indicated below.

Due to the focus on working in teams, social competence is enhanced through the project work modules. However, the status of the course implies and requires that students will have already attained social competence in previous study courses and/or through life experience.

## Semester 1 – Information Design Basics

In the first semester students learn, via distance teaching, about

- the quality of information
- perception and cognition
- key information elements and conventions
- the art of transforming data into high quality information
- writing for understanding
- typography
- sound, haptic and olfactoric information
- inclusive/universal design requirements
- interface and interaction design.

On the spot in St. Poelten, face to face with the respective lecturers, students will get involved in visualization, animated information and evaluation methods. They will work on a case study and will learn from the module colloquium involving renowned members of the international advisory board.

## Semester 2 – Multimodal Information

In the second semester students learn, via distance teaching, about

- readily available and made-to-measure information carriers
- information application and surface protection
- self-production and exchangeability of signs
- sound generating devices
- touch sensitive displays
- mobile devices
- basics of exhibition and environmental design
- information storage, translation, transmission and output.

On the spot in St. Poelten students will be made familiar with

- cross media design tools
- contract management of multimodal information products.

They will investigate realized multimodal information, engage in project work and profit from the module colloquium involving renowned members of the international advisory board.

### Semester 3 – Traffic Information

The third semester will acquaint students with information needed for all sorts of individual transport, ranging from walking and cycling to driving a motorcar.

The subjects, put across via distance teaching, comprise:

- Outdoor signage and information systems
- Real-time traffic information
- Signage for waterways and aviation
- Signage and information systems for indoor orientation
- Danger warning, rescue and escape information
- Inclusive/universal design: traffic information requirements
- Laws, regulations and standards
- Contract management of traffic information products.

On the spot in St. Poelten students will investigate realized traffic information systems, will engage in project work and participate in the module colloquium involving renowned members of the international advisory board.

### Semester 4 – Public Transport Information

In the fourth semester students will be taught to design public transport information. Subjects offered via distance teaching include

- The psychology of travel, scheduled and on-demand transport services
- Public transport information systems (content and media)
- Real-time information for public transport users
- Danger warning, rescue and escape information in public transport systems
- Inclusive/universal design: transport information requirements
- Information in case of irregularities
- Access enabling devices and self-service facilities in public transport systems
- Sound signals and acoustic announcements
- Evaluation methods & quality control of information in public transport systems
- Laws, regulations and standards
- Contract management of traffic information products.

On the spot in St. Poelten students will be taught on how to investigate realized transport information systems. They will engage in project work and participate in the module colloquium involving renowned members of the international advisory board.

#### Semester 5 – Master Thesis and Seminar

The MSc course concludes with a master thesis in the fifth semester. Along the master thesis an accompanying seminar is provided.

### **Career Opportunities**

Traffic and transport information systems, conceived and developed within the frame of information design, has become an issue which traditional disciplines find hard to cope with. After all, what matters are the planning, visualizing and implementing activities called "design". A Google search, done 2010-04-01 (2009-08-26) indicates the potential of "Traffic & transport information systems design": 16.000.000 (8.220.000) hits, listing the annual IIID Traffic & Transport Information Systems Expert Fora on top.

The more popular "Sign design" results in incredible 3.200.000.000 hits, "Signage design" yields 5.620.000. Interesting enough, whilst the more demanding "Traffic & transport information systems design" was going up these two entries showed a decline (to 428.000.000 reps. 5.210.000).

The below list indicates job opportunities graduates of the MSc course Traffic & Transport Information Design might like to respond to:

- Public Information Systems Designer/Consultant
- Traffic & Transport Information Designer/Consultant
- Mobility Information Consultant/Designer
- Information operations Consultant/Designer
- Information Quality Consultant
- Passenger Information Manager
- Mobility Information Manager
- Passenger Services Developer

### **Admission Requirements**

An individual applying to the Traffic & Transport Information Design program at the FH St. Poelten will be evaluated for acceptance into the program based on the following criteria:



a) Background:

- i) an academic degree from an accredited educational institution
- ii) life experience in a relevant field of at least two years

b) Letter detailing

- motivation and personal objectives for wanting to pursue a degree in the Traffic & Transport Information Design program
- how your background (academic degree/life experience) has prepared the applicant to study Traffic & Transport Information Design
- any examples of relevant project work, if available.

c) Proof of English proficiency

- English as mother tongue and/or
- Cambridge Certificate in Advanced English (CAE) and/or
- scores: TOEFL (paper) 550, TOEFL (internet) 79-80, IELTS 6.5 and/or
- documented experience that demonstrates the applicant able to fluently communicate (verbal and written) in English.

d) Three letters of recommendation

Also to be included:

- e) Copy of current CV/resume
- f) Documentation of most recently completed education
- g) Completed application form (basic information) to be submitted electronically

If required by the admissions committee, applicants may be requested to participate in an interview to further discuss their application. Applicants must be prepared to speak with the committee either in-person, or via Skype at the scheduled time.

Disclaimers:

There are a limited number of spots available in the program, only those invited by the admissions committee will be accepted into the course.

Evaluation of the criteria and determination of which applicants will be offered acceptance into the program and/or will be granted reductions of subjects scheduled in the curriculum (lectures, workshops, seminars, etc.) is at the complete and total discretion of the admissions committee.

The Traffic & Transport Information Design MSc course is offered in the English language only. Admissions in other languages will not be accepted.

### **Fee / Application**

EUR 17 000, covering the full course. Please visit <http://www.fhstp.ac.at/weiterbildung/transport-traffic-information-design> for an application form. Application deadline is October 7, 2011. The course will start on November 7, 2011.

### **Scholarships**

Applicants from Austria might like to research generally available financial support by visiting <http://www.kursfoerderung.at/>. For "Studentenkredit" only: <http://www.fhstp.ac.at/finanzierung-des-studiums-1>

Applicants from Germany are advised to check <http://www.festo-bildungsfonds.de> for information on "Studienfinanzierung".

It is expected that friends of FHSTP and IIID as well as members of the "IIID Platform Traffic & Transport Information" will be ready to assist highly qualified, yet socially underprivileged applicants by providing scholarships. The availability of such will be communicated via <http://www.iiid.net/> and <http://www.fhstp.ac.at/weiterbildung/transport-traffic-information-design>. IIID members will also get informed via regular IIID Circular Letters. Information on IIID membership is provided at <http://www.iiid.net/Benefits.aspx>